

A shared wealth of timely health resources to combat COVID-19

Expediting our response to an emerging health threat



The team has been focused on COVID-19 issues. I know Krames has been integral in that process and has been great in working with us on COVID-19 content.



Health system EHR consulting product analyst

When the crisis hit, we asked Krames for help. They jumped in without hesitation. None of us knew what we were getting into but their support never wavered. They're truly an extension of our team. They've supported us in delivering content with the latest information and facts, helping to reduce anxiety across our communities.

Health system director of content strategy, digital marketing



We've been blown away by the quality of our content and the speed at which Krames has released these resources.



Health system patient education specialist

Krames

The Krames brands include Krames patient education—a trusted source for engaging, medically-reviewed patient education for more than 40 years. Technology-enabled solutions including Krames On FHIR®, Krames On-Demand®, the Consumer Health Library, and high-touch marketing solutions reach more than 11 million patients each year.

Recognizing a growing concern

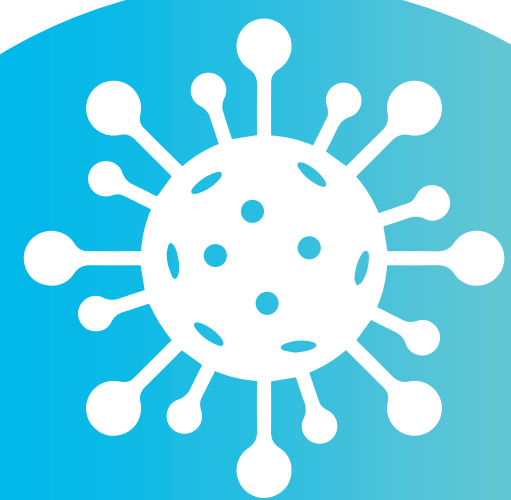
Coronavirus disease 2019 (COVID-19) was first detected by testing in the United States in January 2020. A month later, the CDC confirmed the first known case of community spread in the U.S. With breathtaking speed, COVID-19 began to sweep across the world.

As the COVID-19 health threat escalated, health systems, hospitals, and other provider organizations raced to reengineer operations to address the influx of suspected and verified COVID-19 patient cases. This included quickly standing up large scale testing facilities in community settings, as well as shifting traditional face-to-face medical care to new virtual alternatives.

The COVID-19 health crisis just as quickly also became an informational crisis as consumers and media rushed to keep pace with current guidelines for transmission and prevention. The CDC has responded with rapidly evolving guidance to defend against virus-related misinformation. Serving as a source for trusted health information for those you care for is more important than ever as they face this unprecedented health crisis—and its onslaught of information that changes daily.

Providing trusted tools to build healthier communities

- 15+ HealthSheets™ (available in English and six other languages)
- 10+ videos
- 15+ Consumer Health Library content pieces (including Symptom Checkers)
- 40+ infographics, articles, blogs, emails, and other marketing or general health and wellness content pieces
- Krames On FHIR clients receive new content in real time
- Krames On-Demand clients receive new content via dedicated weekly upload
- All content is accessible to all visitors on our COVID-19 resource center at krames.com/coronavirus



Developing and delivering new COVID-19-related content in record speed